

II. Amendments to the Claims:

1. (Currently Amended) A system for managing promotions over a network comprising:
a promotion server system including a computer processor and associated datastore, said datastore containing data representative of terms and statistics of one or more item promotions and electronic tokens; [[and]]

a commercial server system including a computer processor and associated commercial datastore, said commercial datastore containing data representative of terms and statistics of one or more item promotions and electronic tokens, said commercial server system being selectively coupleable to said promotion server system over said network, ~~said commercial server system associating at least one of a manufacturer and a retailer of products or services to the promotion server system; and~~

a client server system including a computer processor and associated client datastore, said client datastore containing data representative of terms and statistics of one or more item promotions and electronic tokens, said client server system being selectively coupleable over said network to (1) said promotion server system and to (2) said commercial server system;

wherein said commercial server system further includes a script for generating a website frame having a predetermined signature, such that an electronic token uniquely corresponds to said predetermined signature;

wherein said commercial server system distributes said website frame over said network to said promotion server system;

wherein said client server system connects to said promotion server system over said network;

wherein said promotion server system transmits said electronic token from said website frame over said network to said client server system; and

wherein said promotion server system transmits over said network to said commercial server system coupon information associated with the client received from said electronic token

~~wherein said promotion server system includes promotion code for transferring, to said commercial server system, said data representative of the terms and statistics of said promotions such that a user of the commercial server system via accessing the promotion server system at least one of evaluates and promotes utilization of those promotions related to said products or~~

services;

~~said commercial server system by being associated with the at least one manufacturer and retailer permits at least one of evaluation and promotion of said promotions related to said products or services by said user.~~

2. (Previously Presented) The system of claim 1, wherein said promotion server system further includes authorization code for enabling said commercial server system to accept or decline one or more of said promotions.

3. (Previously Presented) The system of claim 1, wherein said promotion server system further includes accounting code for providing, to said commercial server system, said statistics of said promotions, said statistics including data representative of one or more of the number of promotions redeemed and the value of the redeemed promotions.

4-10. (Canceled).

11. (Previously Presented) The system of claim 1, wherein said promotion data is transferred to said commercial server system in the form of screen display data.

12-27. (Canceled).

28. (New) A system for managing promotions over a network comprising:

an promotion server;

a retailer's commercial server;

a consumer's client computer;

wherein said advertiser's promotion server; said retailer's commercial server; and said consumer's client computer are operably connected to the Internet, and are structured and programed so that:

said consumer's client computer can request from said retailer's commercial server a promotion; and

said retailer's commercial server responds to requests from said consumer's client

computer for said promotion by automatically obtaining from said promotion server promotion authorization data for said promotion, and said retailer's commercial server determines from said authorization data whether to accept or decline said promotion.

29. (New) The system of claim 28 wherein said retailer's commercial server selecting a promotion accounting report option, wherein said promotion server transfer transfers screen display data to said retailer's commercial server system that provides said retailer's commercial server system with statistics that include the dollar value of promotions redeemed by said consumer's client computer.

30. (New) A computer network implemented method for managing promotions over a network comprising:

- providing an promotion server;

- providing a retailer's commercial server;

- providing a consumer's client computer;

wherein said advertiser's promotion server; said retailer's commercial server; and said consumer's client computer are operably connected to the Internet, and are structured and programed so that:

- said consumer's client computer can request from said retailer's commercial server a promotion; and

- said retailer's commercial server responds to requests from said consumer's client computer for said promotion by automatically obtaining from said promotion server promotion authorization data for said promotion, and said retailer's commercial server determines from said authorization data whether to accept or decline said promotion.

31. (New) The method of claim 30 further comprising:

said retailer's commercial server selecting a promotion accounting report option, wherein said promotion server transfer transfers screen display data to said retailer's commercial server system that provides said retailer's commercial server system with statistics that include the dollar value of promotions redeemed by said consumer's client computer.